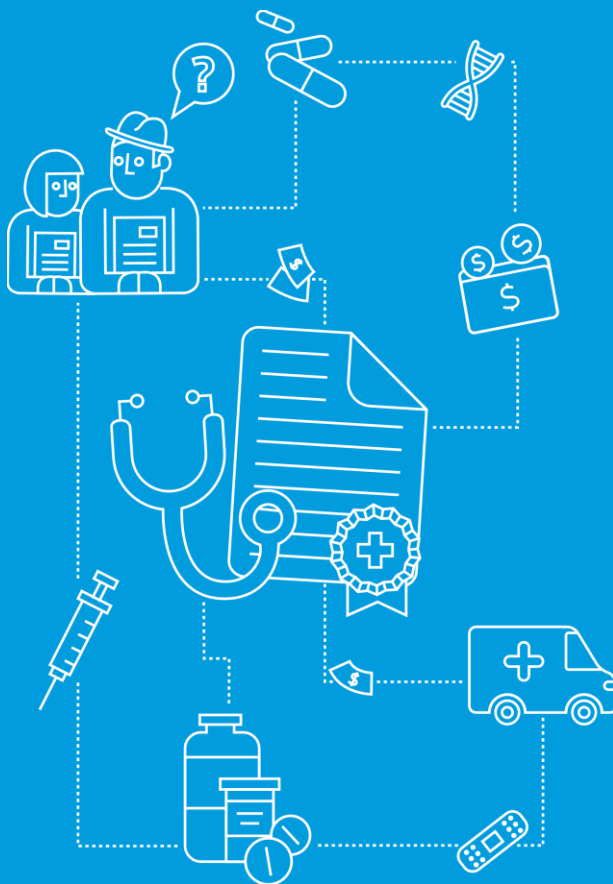


## How to manage a health crisis through UN SDGs

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# 1. Overview

With the advent of coronavirus disease (COVID-19), the entire world has been plunged into a health crisis. Faced with a high speed of transmission and tricky incubation period, nations scramble to control the spread and ensure the adequate health capacity & supplies to face the epidemic; companies scramble to manage their business continuity amidst ailing economic repercussions; and individuals scramble to avoid infection by staying isolated.

It is a fallacy to believe the health crisis is limited to the responsibility of healthcare institutions and associated government entities, however, as all of us have a role to play in managing this health crisis—whether on a national level (public sector), company level (private sector of various industries), or individual level. Additionally, the UN Sustainable Development Goals (UN SDGs) offer an ideal framework against which to manage health crises, while simultaneously contributing towards ultimately achieving the Global Goals.



## 2. What are UN SDGs?

In 2015, the UN General Assembly set 17 goals to achieve by 2030, which would be called the UN Sustainable Development Goals (UN SDGs), or the Global Goals.

Each goal is associated with targets to accomplish by 2030, and indicators to be able to measure progress—culminating into 169 targets and 232 indicators in total. The Global Goals cover various of sustainability-related domains, including economic development, environmental impact, social enhancement, etc.


Progress on UN SDGs is periodically reporting by certain nations and organizations, as everyone has a role to play in contributing to the achievement of the Global Goals.

## 2. How can you approach a health crisis through UN SDGs contribution?

Below shows how you may actively contribute to the achievement of the SDGs during a health crisis, whether from the perspective of a nation, a company, or an individual:

UNSDG	Nation-Level Contribution	Company Level Contribution	Individual-Level Contribution
 <p><b>1 NO POVERTY</b></p>	<ul style="list-style-type: none"> <li>▪ Donate to the needy, especially money.</li> <li>▪ Incentive &amp; connect individuals &amp; companies with charities that alleviate poverty.</li> <li>▪ Implement legislation to avoid lay-offs during health crisis, to avoid unemployment chain and resulting poverty.</li> <li>▪ Implement fiscal &amp; monetary policies to combat inflation during health crisis.</li> <li>▪ Subsidize companies that have a high risk of lay-offs &amp; resulting unemployment, where needed.</li> <li>▪ Work closely with the ministry overseeing social affairs &amp; labor and the ministry overseeing trade &amp; commerce to monitor progress and assess needs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Incentive &amp; connect employees to volunteer with charities that alleviate poverty.</li> <li>▪ Avoid lay-offs, to avoid unemployment chain and resulting poverty.</li> <li>▪ Avoid increasing prices, to avoid contribution to inflation.</li> <li>▪ Donate to the needy, especially money.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Volunteer with charities that alleviate poverty.</li> <li>▪ Donate to the needy, especially money.</li> <li>▪ Avoid over-stocking on items, to avoid shortages for the needy and avoid contribution to inflation.</li> </ul>
 <p><b>2 ZERO HUNGER</b></p>	<ul style="list-style-type: none"> <li>▪ Donate to the hungry, especially food.</li> <li>▪ Incentive &amp; connect individuals &amp; companies with charities that alleviate hunger.</li> <li>▪ Implement legislation to avoid lay-offs during health crisis, to avoid unemployment chain and resulting hunger.</li> <li>▪ Implement fiscal &amp; monetary policies to combat inflation and implement price caps during health crisis, especially on food &amp; beverage items.</li> <li>▪ Ensure the procurement of sufficient food &amp; beverage availability in the nation, while raising awareness about the risks and needlessness of overstocking on food &amp; beverage.</li> <li>▪ Subsidize food &amp; beverage companies where needed.</li> <li>▪ Work closely with the ministry overseeing social affairs &amp; labor and the ministry overseeing trade &amp; commerce to monitor progress and assess needs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Incentive &amp; connect employees to volunteer with charities that alleviate hunger.</li> <li>▪ Avoid lay-offs, to avoid unemployment chain and resulting hunger.</li> <li>▪ If a food &amp; beverage company, avoid increasing prices on food &amp; beverage items, to keep them affordable for the hungry.</li> <li>▪ Donate to the hungry, especially food.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Volunteer with charities that alleviate hunger.</li> <li>▪ Donate to the hungry, especially food.</li> <li>▪ Avoid over-stocking on food &amp; beverage items, to avoid shortages for the hungry and avoid contribution to the inflation in food &amp; beverage industry.</li> </ul>

## 2. How can you approach a health crisis through UN SDGs contribution?

UNSDG	Nation-Level Contribution	Company Level Contribution	Individual-Level Contribution
<div> <div>3</div> <div>GOOD HEALTH AND WELL-BEING</div>  </div>	<ul style="list-style-type: none"> <li>▪ Donate to those with health ailments, especially medical supplies &amp; money.</li> <li>▪ Incentive &amp; connect individuals &amp; companies with healthcare institutions and charities that focus on healthcare.</li> <li>▪ Implement legislation to avoid lay-offs during health crisis, to avoid unemployment chain and resulting unaffordability of healthcare.</li> <li>▪ Implement fiscal &amp; monetary policies to combat inflation and implement price caps during health crisis, especially on healthcare services.</li> <li>▪ Subsidize healthcare institutions where needed.</li> <li>▪ Assess the current national healthcare status and capacity, then attract appropriate healthcare talent and procure needed health supplies to fill the gaps.</li> <li>▪ Limit public interactions through awareness to stay home, curfews, and limited mass transportation (while ensuring that those with constrained mobility can still access their basic needs).</li> <li>▪ Work closely with the ministry overseeing health to monitor progress and assess needs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Incentive &amp; connect employees to volunteer with healthcare institutions and charities that focus on healthcare.</li> <li>▪ Avoid lay-offs, to avoid unemployment chain and resulting unaffordability of healthcare.</li> <li>▪ If a healthcare institution, avoid increasing prices on healthcare services, to ensure their affordability and accessibility to those with health ailments.</li> <li>▪ Make employees work from home to avoid disease transmissions in the workplace, where possible.</li> <li>▪ Donate to those with health ailments, especially medical supplies &amp; money.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Volunteer with healthcare institutions and charities that focus on healthcare.</li> <li>▪ Donate to those with health ailments, especially medical supplies &amp; money.</li> <li>▪ Avoid over-stocking on medicines and healthcare items, to avoid shortages for those with health ailments and avoid contribution to the inflation in the healthcare industry.</li> <li>▪ Stay home and work from home to limit disease transmission to you and your family.</li> </ul>




## 2. How can you approach a health crisis through UN SDGs contribution?

UNSDG	Nation-Level Contribution	Company Level Contribution	Individual-Level Contribution
 <p><b>4 QUALITY EDUCATION</b></p>	<ul style="list-style-type: none"> <li>▪ Donate to those struggling to pay educational fees, especially money.</li> <li>▪ Incentive &amp; connect individuals &amp; companies with charities that focus on education.</li> <li>▪ Implement legislation to avoid lay-offs during health crisis, to avoid unemployment chain and resulting unaffordability of education.</li> <li>▪ Implement fiscal &amp; monetary policies to combat inflation and implement price caps during health crisis, especially on educational services.</li> <li>▪ Subsidize education institutions where needed.</li> <li>▪ Implement policy for students to continue education from home, and provide educational institutions with the resources necessary, where needed, to make online capabilities possible.</li> <li>▪ Work closely with the ministry overseeing education to monitor progress and assess needs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Incentive &amp; connect employees to volunteer with charities that focus on education.</li> <li>▪ Avoid lay-offs, to avoid unemployment chain and resulting unaffordability of education.</li> <li>▪ If an educational institution, avoid increasing prices on education services, to ensure their affordability and accessibility.</li> <li>▪ Make students study from online, and provide teachers / professors with the resources &amp; online technology to make this possible.</li> <li>▪ Reduce education fees, either overall or to those struggling to pay tuition.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Volunteer with charities that focus on education.</li> <li>▪ Donate to those struggling to pay educational fees, especially money.</li> <li>▪ If a student, study from home.</li> </ul>
 <p><b>5 GENDER EQUALITY</b></p>	<ul style="list-style-type: none"> <li>▪ Donate to struggling women, especially single mothers.</li> <li>▪ Incentive &amp; connect individuals &amp; companies with charities that focus on providing for women and single mothers.</li> <li>▪ Implement legislation to avoid lay-offs of women (especially single mothers) during health crisis, and especially in cases of higher lay-offs among women compared to men.</li> <li>▪ Work closely with the ministry overseeing social affairs &amp; labor to monitor progress and assess needs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Incentive &amp; connect employees to volunteer with charities that focus on providing for women and single mothers.</li> <li>▪ Avoid lay-offs of women (or higher rates of female lay-offs compared to men), and especially single mothers.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Volunteer with charities that focus on providing for women and single mothers.</li> <li>▪ Donate to struggling women, especially single mothers.</li> </ul>
 <p><b>10 REDUCED INEQUALITIES</b></p>			

## 2. How can you approach a health crisis through UN SDGs contribution?

UNSDG	Nation-Level Contribution	Company Level Contribution	Individual-Level Contribution
<div>6</div> <div>CLEAN WATER AND SANITATION</div> 	<ul style="list-style-type: none"> <li>▪ Donate to those with inaccessibility to water &amp; sanitization, especially water &amp; sanitization supply and money.</li> <li>▪ Incentive &amp; connect individuals &amp; companies with water &amp; sanitization companies, and charities that focus on water accessibility &amp; sanitization.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Incentive &amp; connect employees to volunteer with water &amp; sanitization companies, and charities that focus on water &amp; sanitization.</li> <li>▪ Avoid lay-offs, to avoid unemployment chain and resulting unaffordability &amp; inaccessibility to water &amp; sanitization.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Volunteer with water &amp; sanitization companies, and charities that focus on water &amp; sanitization.</li> <li>▪ Avoid over-stocking on water &amp; sanitization items, to avoid shortages for those in need and avoid contribution to the inflation among water &amp; sanitization supply.</li> </ul>
<div>14</div> <div>LIFE BELOW WATER</div> 	<ul style="list-style-type: none"> <li>▪ Implement legislation to avoid lay-offs during health crisis, to avoid unemployment chain and resulting unaffordability &amp; inaccessibility to water &amp; sanitization.</li> <li>▪ Implement fiscal &amp; monetary policies to combat inflation and implement price caps during health crisis, especially on water &amp; sanitization.</li> <li>▪ Subsidize water &amp; sanitization companies where needed.</li> <li>▪ Assess the current national water &amp; sanitization status and capacity, then procure needed water &amp; sanitization supplies to fill the gaps.</li> <li>▪ Limit public interactions through awareness to stay home, curfews, and limited mass transportation (while ensuring that those with constrained mobility can still access their basic needs, water, and sanitization).</li> <li>▪ Work closely with the ministry overseeing water &amp; electricity to monitor progress and assess needs.</li> <li>▪ Raise awareness of proper sanitization, and continuously clean &amp; sanitize public places.</li> </ul>	<ul style="list-style-type: none"> <li>▪ If a water &amp; sanitization company, avoid increasing prices on water &amp; sanitization supply, to ensure their affordability and accessibility to those in need.</li> <li>▪ Make employees work from home to avoid disease transmissions in the workplace, where possible.</li> <li>▪ Donate to those with inaccessibility to water &amp; sanitization, especially sanitization supply and money.</li> <li>▪ Raise awareness among employees of proper sanitization, and continuously clean &amp; sanitize the work place.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stay home and work from home to limit disease transmission to you and your family.</li> <li>▪ Continuously clean &amp; sanitize the home.</li> <li>▪ Raise awareness in the home of proper sanitization, and continuously clean &amp; sanitize the house.</li> <li>▪ If coming from outside, do not greet anyone until properly washed and sanitized.</li> </ul>

## 2. How can you approach a health crisis through UN SDGs contribution?



UNSDG	Nation-Level Contribution	Company Level Contribution	Individual-Level Contribution
 <p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p>	<ul style="list-style-type: none"> <li>▪ Subsidize energy companies where needed.</li> <li>▪ Assess the current national energy status and capacity, then procure needed energy resources to fill the gaps. Consider clean, renewable energy as the sustainable option rather than conventional.</li> </ul>	<ul style="list-style-type: none"> <li>▪ If an energy company, avoid increasing prices on energy, to ensure their affordability to those in need.</li> <li>▪ Make employees work from home to avoid disease transmissions in the workplace, where possible—aiming to also decrease environmental, energy, and climate impact.</li> </ul>	<ul style="list-style-type: none"> <li>▪ While home, avoid over-consumption of energy &amp; electricity, to avoid shortages and environmental repercussions.</li> <li>▪ Stay home and work from home to limit disease transmission to you and your family—aiming to also decrease environmental, energy, and climate impact.</li> </ul>
 <p><b>13</b> CLIMATE ACTION</p>	<ul style="list-style-type: none"> <li>▪ Limit public interactions through awareness to stay home, curfews, and limited mass transportation (while ensuring that those with constrained mobility can still access their basic needs)—aiming to also reduce environmental, energy &amp; climate impact.</li> </ul>		
 <p><b>15</b> LIFE ON LAND</p>	<ul style="list-style-type: none"> <li>▪ Work closely with the ministry overseeing water &amp; electricity to monitor progress and assess needs.</li> </ul>		



## 2. How can you approach a health crisis through UN SDGs contribution?

UNSDG	Nation-Level Contribution	Company Level Contribution	Individual-Level Contribution
 <p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>	<ul style="list-style-type: none"> <li>▪ Donate to the unemployed, especially money and food.</li> <li>▪ Incentive &amp; connect individuals &amp; companies with charities that focus on unemployed persons.</li> <li>▪ Implement legislation to avoid lay-offs during health crisis, to avoid unemployment chain and resulting GDP recession.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Incentive &amp; connect employees to volunteer with charities that focus on unemployed persons.</li> <li>▪ Avoid lay-offs, to avoid unemployment chain and resulting GDP recession.</li> <li>▪ Avoid increasing prices, to avoid contribution to inflation.</li> <li>▪ Donate to the unemployed, especially money and food.</li> <li>▪ Make employees work from home to avoid disease transmissions in the workplace, where possible.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Volunteer with charities that focus on unemployed persons.</li> <li>▪ Donate to the unemployed, especially money and food.</li> <li>▪ Avoid over-stocking on items, to avoid shortages &amp; unaffordability for the unemployed and avoid contribution to inflation.</li> </ul>
 <p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p>	<ul style="list-style-type: none"> <li>▪ Implement fiscal &amp; monetary policies to combat inflation during health crisis, while avoiding GDP recession.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Raise awareness among employees of proper sanitization, and continuously clean &amp; sanitize the work place.</li> </ul>	
 <p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<ul style="list-style-type: none"> <li>▪ Subsidize companies that have a high risk of lay-offs &amp; resulting unemployment, as well as companies that would negatively impact GDP in case of failure ("Too Big to Fail").</li> <li>▪ Aid companies to ensure their continuity in accordance with their risk mitigation and disaster recovery plans.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ensure business continuity by developing a risk management and disaster recovery plan. If / when developed, implement mitigation measures proactively.</li> </ul>	
 <p><b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<ul style="list-style-type: none"> <li>▪ Work closely with the ministry overseeing social affairs &amp; labor and the public entities overseeing trade, commerce, and finance.</li> <li>▪ Ensure nation-wide continuity by developing a risk management and disaster recovery plan. If / when developed, implement mitigation measures proactively.</li> <li>▪ Avoid the need to mint new currencies (or other money supply changes) to pay for crisis aspects, in order to avoid inflation.</li> </ul>		

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UNSDG	Nation-Level Contribution	Company Level Contribution	Individual-Level Contribution
 <p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<ul style="list-style-type: none"> <li>▪ Implement legislation to avoid lay-offs during health crisis, to avoid unemployment chain and resulting decline in industry, innovation, and infrastructure.</li> <li>▪ Implement fiscal &amp; monetary policies to combat inflation during health crisis, which stimulate industry, innovation, and infrastructure.</li> <li>▪ Subsidize industry, innovation, and infrastructure companies that have a high risk of lay-offs &amp; resulting unemployment, as well as those that would negatively impact GDP in case of failure ("Too Big to Fail").</li> <li>▪ Work closely with the ministry overseeing industry, trade, and commerce.</li> <li>▪ Assess the industry, innovation (technology), and infrastructure needed to mitigate the health crisis, then procure &amp; invest accordingly.</li> <li>▪ Provide research &amp; development grants to medical &amp; technology companies to alleviate health crisis.</li> </ul>	<ul style="list-style-type: none"> <li>▪ If an industry, innovation, or infrastructure company, avoid lay-offs, to avoid unemployment chain and resulting GDP recession.</li> <li>▪ If an industry, innovation, or infrastructure company, avoid increasing prices, to avoid contribution to inflation in the industry, innovation, and infrastructure sectors.</li> <li>▪ If a technology company, focus research &amp; development into addressing the health crisis.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Avoid over-stocking on industrial, or technological items, to avoid shortages &amp; unaffordability for those in need and avoid contribution to inflation in the associated sector.</li> </ul>
 <p><b>17</b> PARTNERSHIPS FOR THE GOALS</p>	<ul style="list-style-type: none"> <li>▪ Form public-private partnerships (ppp) and partnerships with other public sector entities to focus efforts to mitigate the health crisis, and achieve all the above together (especially through contribution and policy-making).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Form public-private partnerships (ppp) and partnerships with other private sector entities to focus efforts to mitigate the health crisis, and achieve all the above together (especially through contribution and policy-making).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Partner with various individuals, charities, and companies, and government entities to focus efforts to mitigate the health crisis, and achieve all the above together (especially through volunteering and contribution).</li> </ul>

Reference: [www.sustainabledevelopment.un.org](http://www.sustainabledevelopment.un.org)

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